

Intercollegiate Broadcasting System

New York Office

MEMORANDUM

To: Managers of all stations

5 February 1947

From: Dave Linton

The other day I received a copy of a presentation made to an agency in Boston by our representatives there, Kettell-Carter. I think it is an excellent example of what a sales presentation should contain, so I am sending a copy to each of our member stations. I hope you will see that the Business Manager and other interested executives see this presentation, as we have been able to send only one copy to each station.

You will note that the main points are stated factually, concisely, and in readily readable form. This is the essence of a good presentation. I think a lot more could be done in the local field by most stations if they could present the concrete advantages of their station in as persuasive a form as this.

The particular account for which this presentation was made is one of several which have reported favorably. The agency is in favor of using IBS and has submitted the idea to the client. You will, of course, be informed of whatever happens.

Best regards,

Dave Linton



